

INFORMATION LETTER

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NATIONAL CANNERS ASSOCIATION

For Members
Only

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Trade Groups Plan Publicity on Appert Anniversary

Various campaigns and other forms of publicity treatment of the 200th birthday anniversary of Nicolas Appert, the "Father of Food Canning," are being planned by a number of trade associations and other groups in the industry. The N.C.A. Information Division has made available to nearly 30 of these organizations the Appert material it has prepared, and releases are being mutually exchanged.

The following organizations are engaging in Appert publicity, in various forms:

American Can Company—Newspaper, radio, TV releases and a tie-in with advertising.

Canadian Food Processors Association—Story in member newsletter

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Woodbury Award

Dr. George B. Reynard of the Campbell Soup Company, Riverton, N. J., has been presented the 1952 Woodbury Award for the outstanding scientific paper on development or improvement of crops grown for canning.

The award was made for Dr. Reynard's paper, "Inherited Resistance to Radial Cracks in Tomato Fruits," which has been published in the 1951 Proceedings of the American Society for Horticultural Science. The award was presented at the banquet held during the annual meeting of the A.S.H.S. in Ithaca, N. Y., September 8-10.

The award was established in 1940 by Dr. C. G. Woodbury, retired Director of the N.C.A. Raw Products Research Bureau, through the American Society for Horticultural Science.

It was one of four awards presented by the A.S.H.S. at its annual meetings, and it is believed that this is the first occasion when one of these awards has been made to a research worker in industry rather than to one connected with a university or experiment station.

OPS To Decontrol More Canned Foods Covered by Harrison Amendment

OPS next week will issue an amendment formally decontrolling a number of additional canned fruit and vegetable products in conformance with the so-called Harrison amendment to the Defense Production Act.

Research and Education on Efficient Use of Fertilizer

A program of research and education is to be undertaken by the U. S. Department of Agriculture and the Land-Grant Colleges and Universities to bring about more efficient use of fertilizer and lime as one means of increasing food and fiber production, building up productivity of farm land, and increasing net returns to farmers.

The program has been announced jointly by the Secretary of Agriculture and Dr. R. F. Poole of Clemson College as chairman of the executive committee of the Association of Land-Grant Colleges and Universities.

To assist in this program, a steering committee representing the state extension services, the state agricultural experiment stations, and USDA has been named.

In announcing the program, USDA stated that its goals are being attained in part through research by the Land-Grant Colleges, the Department of Agriculture, the Tennessee Valley Authority, and private organizations, but that special emphasis should be given to other possible developments.

These include an investigation of means of overcoming the limiting effect of the sulfuric acid shortage on fertilizer production; a study of the methods of fertilizer and lime distribution and marketing with a view to reducing the cost between the producer and consumer; and advancement of fertilizer application practices to include more uniform agreement on proper fertilizer placement so that equipment manufacturers can proceed with the design and produc-

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The Harrison amendment prohibits establishment or maintenance of ceilings for "fruits or vegetables in fresh or processed form."

After lengthy consideration, OPS attorneys have arrived at the opinion that to comply with the amendment OPS must decontrol at least all canned vegetable products listed in CPR 55 and all canned fruit products listed in CPR 56, as well as a number of canned foods covered by CPR 22 and the GCPR.

This interpretation of the Harrison amendment will be implemented next week with issuance of Amendment 10 to GOR 7, Revision 1.

This amendment also is expected to exempt a number of other canned foods from price control.

Fertilizer Production

Prospective total supplies of the three primary fertilizer elements for the 1953 crop year will exceed quantities available during 1951-52 by about 12 percent, according to the U. S. Department of Agriculture.

Figures for individual plant nutrients released by USDA at a meeting with its Fertilizer Industry Advisory Committee are:

Nitrogen 1,585,000 tons, up about 11 percent from the 1952 supply of 1,425,000 tons; phosphates 2,465,000 tons, up about 10 percent over the 2,235,000 tons available in 1952; and potash 1,850,000 tons, an increase of 17 percent over the 1952 supply of 1,585,000 tons.

Industry representatives expressed the opinion that nitrogen supplies will still be short during 1953 despite the increased production. Phosphate supplies will be more nearly adequate during the coming year, and potash supplies should be sufficient to meet all requirements, they told USDA.

PROCUREMENT

Canned Peaches for USDA

The U. S. Department of Agriculture on September 22 reissued an offer to buy canned peaches from the 1952 pack for use in the National School Lunch Program. The offer was reissued since acceptable offers under the earlier announcement were not sufficient for proper distribution.

Although offers were received from 12 processors in California and one in Oregon, no purchases were made under announcement FV-189.

Offers again will be considered on No. 10 or No. 2½ cans, but No. 10's are preferred. The peaches may be clingstone or freestone, sliced, halved, or quartered.

Offers should be submitted to USDA under announcement FV-197 by September 30 for acceptance by October 3. Delivery is required during the period October 20-November 22.

Tomato Products for USDA

The U. S. Department of Agriculture on September 24 announced that offers of 409,420 cases of canned tomatoes and 194,480 cases of canned tomato paste have been accepted for delivery from October 6 through November 28 for distribution to schools in the National School Lunch Program.

Purchases of canned tomatoes consisted of 214,420 cases of No. 10's at prices ranging from \$3.237 to \$3.25 per case in the West and at \$3.98 per case in the East, and 195,000 cases of No. 2½'s in the West at \$3.50 to \$3.60 per case. All of the tomato paste was purchased in No. 10 cans at prices ranging from \$5.26 to \$5.95 per case. All of these prices are exclusive of case discounts.

Peas and Green Beans for USDA

The U. S. Department of Agriculture on September 22 announced that offers of 45,260 cases of canned green snap beans and 128,518 cases of canned green peas have been accepted for delivery from October 1 through October 31 for distribution to schools in the National School Lunch Program.

Purchases of canned green snap beans consisted of 15,920 cases of No. 10 cans at prices ranging from \$3.85 to \$3.87½ per case and 29,340 cases of No. 303's at \$2.64 to \$2.70 per case. The canned green peas consisted of 49,518 cases of No. 10's at prices

ranging from \$3.38 to \$3.91 and 79,000 cases of No. 303's at \$2.25 to \$2.60. All of the above prices are exclusive of cash discounts.

These purchases are in addition to purchases of 95,670 cases of beans and 131,260 cases of peas reported by USDA on August 21. No additional purchases are contemplated at this time, according to USDA.

Invitations for Bids

Quartermaster Purchasing Office—111 East 10th Street, New York 3, N. Y.; 1519 West Pershing Road, Chicago 9, Ill.; Oakland Army Base, Oakland 14, Calif.

Veterans Administration—Procurement Division, Veterans Administration, Wash. 25, D. C.

The Walsh-Healey Public Contracts Act will apply to all operations performed after the date of notice of award if the total value of a contract is \$10,000 or over.

The QMC has invited sealed bids to furnish the following:

CRANBERRY SAUCE—97,390 dozen No. 300 cans. Bids due in Chicago under QM-11-009-53-212 by Sept. 30.

BEANS IN TOMATO SAUCE—15,568 dozen No. 2½ cans. Bids due in Chicago under QM-11-009-53-242 by Oct. 13.

VINENNA SAUSAGE—7,778 dozen 24-oz. cans. Bids due in Chicago under QM-11-009-53-274 by Oct. 2.

POULTRY—16,000 dozen 30-oz. cans of boned chicken and 2,666 dozen 30-oz. cans of boned turkey. Bids due in Chicago under QM-11-009-53-272 by Oct. 7.

SHRIMP—7,104 5-oz. cans. Bids due in New York under QM-30-250-53-285 by Oct. 8.

STATISTICS

Canned Fruit and Vegetable Price Indexes

The N.C.A. index of canned fruit and vegetable prices received by canners increased 0.5 points from August to September and now stands at 106.0 percent of the 1947-49 average.

This is the first time that the N.C.A. index has been published. The N.C.A. Division of Statistics has been assembling the data and perfecting reporting techniques for the past two months. The N.C.A. index is being prepared so that members may have available an accurate indication of price trends in the industry two to four weeks earlier than they are reported by the Bureau of Labor Statistics.

The N.C.A. index of canned fruit and vegetable prices received by canners was 106.0 in September, 105.5 in August, 104.6 in July, and 103.9 in June. The items represented in this

index are included by BLS in its indexes for canned fruits and juices and canned vegetables and soups.

Following are BLS wholesale price indexes for August, recently announced:

BLS Wholesale Price Indexes

(1947-49 = 100)

	July 1952	Aug. 1952	Aug. 1951
All commodities	111.8	112.1	113.7
Farm products	110.2	109.9	110.4
Fresh fruits	126.9	121.0	97.2
Vegetables	129.8	129.4	83.5
Processed foods	111.0	110.5	111.2
Canned fruits and juices	103.6	105.3	102.7
Canned vegetables and soups	105.9	107.2	104.6

1952 Pack of Apricots

The 1952 pack of canned apricots amounted to 4,003,601 standard cases as compared with 4,613,994 cases in 1951, according to a report by the N.C.A. Division of Statistics.

State	1951 (basis 24/2½)	1952 (basis 24/2½)
Utah	(a)	38,790
Wash.-Ore.	(a)	45,161
California	4,537,908	3,904,135
Other states	76,080	13,515
U. S. Total	4,613,994	4,003,601

(a) Included in other states.

1952 Sweet Cherry Pack

The 1952 pack of canned sweet cherries amounted to 1,288,262 standard cases as compared with 899,929 cases in 1951, according to a report by the N.C.A. Division of Statistics.

State	1951 (basis 24/2½)	1952 (basis 24/2½)
Michigan	65,382	118,209
Utah	15,476	13,316
Wash.-Ore.	573,553	502,309
California	230,042	631,632
Other states	15,476	22,796
U. S. Total	899,929	1,288,262

Canned Baby Food Stocks

Details of the canned baby food supply, stock and shipment situation are reported by the N.C.A. Division of Statistics as follows:

	1951 (thousands of dozens)	1952
Canner stocks, Jan. 1	62,463	57,522
Pack, Jan. through Aug.	77,270	80,332
Supply	139,723	137,855
Canner stocks, Sept. 1	56,065	45,406
Canner shipments, August	10,029	10,431
Canner shipments, Jan. through Aug.	83,658	92,449

Canned Meat Report

The quantity of meat canned and meat products processed under federal inspection during the five-week period July 27-August 30 has been reported by the Bureau of Animal Industry, USDA. However, this report represents only the supply of meat products canned during that period and remaining for civilian consumption. Total production, including quantities for defense agencies, was 146,535 thousand pounds.

Canned Meat and Meat Products Processed under Federal Inspection
July 27—Aug. 30

	3 Lbs. & over	Under 3 Lbs.	Total
	(in thousands of pounds)		
Luncheon meat.....	17,959	12,019	29,971
Canned hams.....	11,327	347	11,674
Corned beef hash.....	178	6,158	6,337
Chile con carne.....	658	7,125	7,783
Vienna sausage.....	293	3,975	4,268
Frankfurters and wieners in brine.....	29	478	507
Deviled ham.....	30	804	834
Other potted and deviled meat products.....		3,493	3,493
Tamales.....	132	2,850	2,982
Sliced, dried beef.....	24	328	352
Liver products.....		219	219
Meat stew.....	71	6,673	6,743
Spaghetti meat products.....	242	6,740	6,983
Tongue (not pickled).....	81	165	246
Vinegar pickled products.....	910	2,143	3,053
Bulk sausage.....		585	585
Hamburger.....	67	1,972	2,039
Soups.....	1,038	31,605	32,734
Sausage in oil.....	342	402	744
Tripe.....	9	726	735
Brains.....		367	367
Bacon.....	124	134	258
All other products 20% or more meat.....	444	6,550	6,994
All other products less than 20% meat (except soup).....	135	14,506	14,731
Total all products.....	34,086	110,544	144,632

Columns do not add to totals shown in all cases since rounded figures are used. Amounts packed for defense are not included in these items. Total production, including quantities for defense agencies, was 146,535 thousand pounds.

Balance Sheet of Agriculture

Net agricultural income, including government payments to owners and operators of farms, increased from \$17.8 billion in 1950 to about \$21.2 billion in 1951, according to preliminary estimates by the Bureau of Agricultural Economics in *The Balance Sheet of Agriculture—1952*.

Higher net income from agriculture in 1951 resulted from both greater production and higher prices, but mainly from the latter, BAE said. Total production of agricultural products for sale and for consumption in farm homes increased about 4 percent

whereas prices received for farm products increased nearly 18 percent.

The increase in the net incomes of farm operators from 1950 to 1951 included about \$900 million of inventory gains. Excluding these gains, the realized net income of farm operators rose from \$12.7 billion to about \$14.9 billion, a gain of about 8 percent in purchasing power. However, this was about 13 percent below the record net income realized by farm operators in 1947.

Greater production and higher prices raised cash receipts from farm marketings from \$28.8 billion in 1950 to the record level of about \$32.8 billion in 1951. The gross income from agriculture, also including the value of products retained for farm consumption and the rental value of farm homes, was \$37.1 billion in 1951, about 14 percent above the income of 1950 and 8 percent above the gross income of 1948, the previous record.

Costs of farm production also were higher in 1951 than ever before. Each group of items of farm cost was larger in 1951 than in 1950 and most of the groups were at record heights.

PUBLICITY

Parade Magazine

The regular food feature in *Parade* magazine, the Sunday supplement magazine which is distributed with 32 metropolitan newspapers, starred three canned products in the September 21 issue.

The article entitled "Teen-Age Party" by Beth Merriman, food editor, said, "We have planned a menu so easy to put together that your own teen-ager can do the whole job." Canned baked beans, sliced apples and brown bread were featured in the recipe and photographed menu.

Appert Anniversary

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and press releases to Canadian newspapers.

Canning Machinery & Supplies Association—Presentation before Rotary Club, story in membership letter.

Continental Can Company—Releases to branch managers and tie-in with trade advertising.

Florida Canners Association—Annual meeting on Appert birthday; speech

on Appert by N.C.A. President Fred C. Heinz as feature of program along with report on N.C.A. Appert publicity program by John Snively, Florida member of N.C.A. Public Relations Committee; Appert story printed on room reservation forms; press releases on meeting will feature Appert observance.

Indiana Canners Association—Special newspaper feature efforts.

Institute of Food Technologists—Publicity releases stressing I.F.T. recognition through annual Nicolas Appert Award.

Label Manufacturers National Association, Inc.—Special bulletins.

Maine Canners Association—Has named special subcommittee of Maine Canners Marketing & Advertising Committee to work on Appert publicity.

National Association of Food Chains—Item in N.A.F.C. Bulletin.

Northwest Canners Association—Tie-ins with regular Northwest publicity releases.

Ohio Canners Association—Appert photo display at Mercer County Fair.

Pennsylvania Canners Association—Tie-ins with newspaper releases on Pennsylvania Week and 3 radio and TV programs; special story in Pennsylvania Packer; use of commemorative rubber stamp on all correspondence.

Processed Apples Institute—Including Appert references in releases scheduled for October.

San Francisco Convention & Tourist Bureau—Special editorial releases in that area.

Super Market Institute, Inc.—Feature article in October S.M.I. *Carrier*; individual S.M.I. members using N.C.A. Appert information kit.

Tri-State Packers Association—Feature in October 16 "Salt of the Earth" column in country weeklies, Tri-State area; tie-in with all Tri-State publications.

The following have sent for the N.C.A. Information kit on Appert but have not reported as to the manner in which they are using the material:

Can Manufacturers Institute, Canned Foods Association of Ontario, Independent Grocers Alliance, National-American Wholesale Grocers Association, National Food Brokers Association, United States Wholesale Grocers Association.

All of the state and regional canners associations have been supplied with the data and undoubtedly many of them are putting it to use in various publicity forms.

MEETINGS

Ozark Cannery Association

The fall meeting of the Ozark Cannery Association will be held November 6-7 at the Severs Hotel, Muskogee, Okla., instead of the date and place originally scheduled, it is announced by Joe T. Talbert, secretary-treasurer.

Forthcoming Meetings

- October 3-7—American Meat Institute, 47th Annual Meeting, Palmer House, Chicago
- October 12-14—Texas Cannery Association, Annual Meeting, Hotel Taninul, Valles, Mexico
- October 16-17—National Pickle Packers Association, Annual Meeting, Blackstone Hotel, Chicago
- October 23-25—Florida Cannery Association, Annual Meeting, Casa Blanca Hotel, Miami Beach
- October 26-30—National Association of Food Chains, Annual Meeting, Miami Beach
- November 3-4—Iowa-Nebraska Cannery Association, Annual Convention, Hotel Fort Des Moines, Des Moines
- November 6—Illinois Cannery Association, Fall Meeting, Bismarck Hotel, Chicago
- November 6-7—Ozark Cannery Association, Fall Meeting, Severs Hotel, Muskogee, Okla.
- November 10-11—Wisconsin Cannery Association, 48th Annual Convention, Schroeder Hotel, Milwaukee
- November 20-21—Indiana Cannery Association, Annual Convention, French Lick Springs Hotel, French Lick Springs
- November 24-25—Pennsylvania Cannery Association, 38th Annual Convention, Penn-Harris Hotel, Harrisburg
- December 1-3—Michigan Cannery Association, Fall Meeting, Pantlind Hotel, Grand Rapids
- December 2-3—Ohio Cannery Association, Annual Convention, The Neil House, Columbus
- December 4-5—Georgia Cannery Association, Annual Meeting, Biltmore Hotel, Atlanta
- December 4-5—New York State Cannery and Freezers Association, Inc., 67th Annual Convention, Hotel Statler, Buffalo
- December 4-5—Tri-State Packers Association, 49th Annual Convention, Haddon Hall, Atlantic City, N. J.
- December 9—Minnesota Cannery Association, Annual Meeting, Hotel Radisson, Minneapolis
- January 19-20—Northwest Cannery Association, Annual Convention, Olympic Hotel, Seattle, Wash.
- January 22-23—Cannery League of California, Annual Fruit and Vegetable Sample Cutting, Hotel Fairmont, San Francisco
- February 4-5—Minnesota Cannery Association, Sixth Annual Cannery and Fieldmen's Short Course, Curtis Hotel, Minneapolis
- February 16-18—Canadian Food Processors Association, Annual Convention, Victoria, B. C.
- February 19-20—National Pickle Packers Association, Winter Meeting, Sheraton Hotel, Chicago
- February 21-24—Annual Conventions of National Cannery Association, National Food Brokers Association, and Canning Machinery & Supplies Association, Chicago
- March 23-24—Cannery League of California, 49th Annual Directors Conference, Santa Barbara Biltmore, Santa Barbara
- April 19-22—United States Wholesale Grocers Association, Convention and Exposition, New Orleans

Efficient Use of Fertilizer

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tion of special equipment adapted to wider areas. Research is also needed, it is pointed out, on economical equipment for distributing new types of fertilizer materials, including liquids and compressed gases; and to increase precision in determining fertilizer needs based upon analyses of soils and plants.

The educational program will be the responsibility of the Cooperative Agricultural Extension Service, which will solicit the active participation of Agricultural Mobilization Committees and other interested persons and organizations, including fertilizer and equipment dealers and distributors, bankers, and farm organizations.

USDA stated that in conducting the educational program, special emphasis should be placed on preparation and dissemination of information; additional demonstrations of fertilizer and lime use on individual farms to emphasize local adaptations of recommended practices; and soil and plant tests.

RESEARCH

Disposal of Corn Cobs

Corn cobs are increasing in commercial demand and value as a result of research by the U. S. Department of Agriculture. Forty to fifty operators in Indiana and Illinois collect and ship cobs to furfural plants.

The manufacture of furfural is the largest industrial use for corn cobs. It is a liquid valuable in defense and other industries for the refining of vegetable and petroleum oils and the production of synthetic rubber, nylon, synthetic resins, and medicinals.

The USDA research is summarized in a bulletin, "Dry Grinding of Agricultural Residues, A New Industrial Enterprise" (AIC 336), which may be obtained from the Northern Regional Research Laboratory, Bureau of Agricultural and Industrial Chemistry, USDA, Peoria, Ill.

Superconcentrated Grape Juice

A new "superconcentrated" 6-to-1 grape juice has been developed by the Bureau of Agricultural and Industrial Chemistry, USDA.

The process for making the new concentrate involves stripping the juice of its volatile or aromatic flavors and concentrating these stripped flavors to about 150 times the flavor strength of fresh juice. After the removal of pectin, the juice is concentrated, and the concentrated flavors returned to it. The process was first perfected by BAIC in 1944 for apple juice concentration.

Details for making the concentrate, including costs and required equipment, are described in "High-Density Full-Flavor Grape Juice Concentrate" (AIC-342), which may be obtained upon request to the Bureau of Agricultural and Industrial Chemistry, USDA, Washington 25, D. C., or the Eastern Regional Research Laboratory, BAIC, Chestnut Hills Station, Philadelphia 18, Pa.

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